



December 18, 1995

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Subject: 1996 D.P.C.

As each of you are already aware, we have committed ourselves to improving the effectiveness of D.P.C. during 1996. It is imperative that everyone understands our objective is to utilize D.P.C. to secure promotion/display exposure in retail accounts selling less than 100 C.P.W., that do not receive V.A.P. promotions. These promotions, if utilized correctly, have the potential to significantly impact our Sales and overall S.O.M. in these outlets.

Attached you will find an outline of some strategies that can be utilized to improve the impact of D.P.C. in 1996. If anyone has any additional ideas please let me know, so we can share them with the other Regions.

Don

0163DF/di

Attachment

c: Dave Wilmesher

0163DF/di

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1996 DPC Strategies NESA

- Develop an executional packing and shipping calendar with each account.
- Target proper calls: 100 CPW and below (No PM exclusive accounts).
- Responsible RJR contact to work with Direct Account personnel on trade to demonstrate program.
- Penetrate SAM's Wholesale Clubs - Telemarketing efforts by associates.
- Salem DPC emphasis in Metro calls where justified.
- Accurate and timely administrative reporting - ensure what is sold is reported.
- Leverage Trade Show Opportunities with Distributor in attendance.
- Identify sub-jobbers to work program.
- Cash and Carry houses will disperse flyers to inform customers of upcoming promotions.
- Tie into Wholesale Partners success.
- Sell program to retail for entire year
- Focus on accounts that have been successful.
- Back room mentality to help drive success.
- Thoroughly review Distributor lists with account to obtain maximum potential, utilize S.I.S., existing templates and A.I.M. function # 223 to identify accounts.
- Should be better without "Select" in program. KAM's/AM's contact Direct Accounts to ascertain progress monthly.
- KAM's/AM's work with Direct Account management to develop appropriate incentives for Jobber Sales Representatives.
- Distributor paying incentive to sales representatives up front for all eight promotions to create more impact.
- Establish one large first place prize for Distributor sales rep who sells the most DPC within a promotional cycle.
- ROU tracking results by key account operation based on TPS payments and KAM's/SAM's will be required to submit listing by account on what happened to SKU's not paid for.